

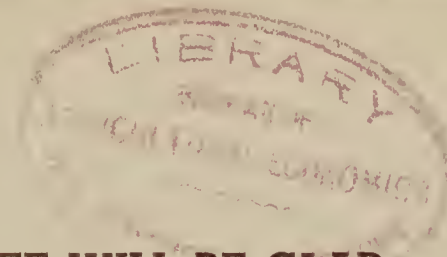
Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.



1
C48I
E no. 43
exp. 2
SEP 12 1939

X




YOUR COUNTY AAA COMMITTEE WILL BE GLAD
TO TELL YOU HOW CROP INSURANCE WILL
WORK ON YOUR FARM . . . HOW MUCH IT WILL
COST . . . WHAT YIELD IT WILL GUARANTEE



THE FEDERAL CROP INSURANCE CORPORATION

UNITED STATES DEPARTMENT OF AGRICULTURE

143



Because
the ground
is chapt—

*for there was no rain in the earth, the plow-
men were ashamed, they covered their heads.
Yes, the hind also calved in the field and
forsook it, because there was no grass.”*

—Jeremiah 14:6



DROUGHT IS YOUR

We know that drought isn't a pleasant subject to discuss with a wheat grower. Wheat farmers everywhere know how it feels to plant a crop in a well-prepared seedbed, and then wait for rain—to look at the sky every day, wondering whether it will rain in time to bring the crop through to harvest.

But DROUGHT is your most important problem and it has to be faced realistically.

In the past we haven't realized how important that problem was. For example, back in 1886, when the Wheat Belt was just beginning its march to the Great Plains, a severe dry spell swept the Plains after several deceptively good years. At that time, it was said: "It is reasonable to suppose that such an experience may not be repeated again in the life of the youngest. . ."

Yet, since 1880 there have been not one, but 28 years of drought which affected the Great Plains. Twelve of these droughts were of major proportions and covered nearly half of the whole Plains region. Worst of all, they did not occur in single years, but extended over two-, three-, and even six-year periods, thus piling up a crushing record of crop losses, debts, and discouragement on the shoulders of Plains farmers.

The greatest drought of all time is but 4 years past. While there can be no accurate estimate of the total loss caused by the 1934 drought, we do know the following:

- It reduced the wheat crop nearly one-quarter of a billion bushels;

- it created the need of relief for 1 million farm families;

- it cost the public \$153,000,000 to salvage livestock and seed supplies;

- it cost \$207,000,000 in various types of governmental loans to stricken farmers;

- it caused many wheat growers to lose title to their farms;

- it increased tenancy;

- it increased the debt load of many growers and thus increased their cost of farming;

- it robbed many growers of their ability to finance the best type of farm practices.

Yet the drought of 1934-1936 did bear out the old adage that "It's an ill wind that blows no man good." The drought focused public attention on the



GREATEST ENEMY!

dangers that farmers must face from natural forces that are beyond their control. It taught the public and the farmer that it does not pay to underestimate the danger of drought. It prompted the Nation to act and plan ahead in order that the farmer might be prepared to meet future lean years when nature fails to provide the necessary elements for plant life.

One of the forms of protection made available to the farmer to protect himself against future drought, and other natural causes of crop failure is **ALL-RISK CROP INSURANCE**. It is a simple plan, under which the wheat grower can **plan ahead** for his own security. Based on the time-proven principles of insurance, it enables the grower to put aside a small portion of his good crops to make sure that he will have wheat to sell in the years when the hot winds sweep across the Plains and the growing wheat crop—the source of income—witheres away under the brazen, cloudless skies.

Mr. Wheat Farmer: As you look into the future you see living expenses, operating costs, interest charges, taxes. These are certainties. You hope for normal crops to meet these obligations. You hope that after these obligations are met there will be enough left over to give you and your family

some of the good things of life beyond a mere living. They deserve a comfortable home, education, a new automobile, travel, and other things that give home life a warmer glow.

But the normal crops which must provide these things are not certain. Both ancient and recent history show this to be true. Somewhere in the future lurks crop failure—from drought or some other hazard. This is certain.

Crop insurance cannot change the weather, but it can assure you that when **DROUGHT** does strike, you will have wheat to sell. Not a full crop, perhaps, but at least 75 percent of your average crop. Think what this means to you: It will enable you to hold the security you have gained during the good years. It means that you can provide for your family the things they need to make home life more comfortable and more secure. It will give you sufficient income to meet your operating costs, to keep up your interest, and to pay your taxes. It means that when the rains do come to help you make good crops you can go ahead and make the most of them, freed from the old load of the poor years.

**DROUGHT
DEFENSE!**

UNITED STATES DEPARTMENT OF AGRICULTURE
FEDERAL CROP INSURANCE CORPORATION
WASHINGTON, D.C

OFFICIAL BUSINESS

PENALTY FOR PRIVATE USE TO AVOID
PAYMENT OF POSTAGE \$300